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ABSTRACT

Owen G. Leach & Associates, under professional contract to the New Mexico State Library, conducted an opinion research study of New Mexico citizens. This study determined that 52.5 percent of adults needed and wanted information available from library networks, but did not realize that this information could be obtained through libraries. A statewide public service media campaign was developed to demonstrate the library's ability to provide relevant information and to show the capacity of libraries for sharing resources as a way of broadening the capacity to deliver information. A communications strategy was presented to librarians in six workshops. Booklets and poster ideas were distributed to support local tie-in campaigns. TV and radio stations broadcast $15,889 in public service announcements. The campaign was suspended after a free Inflation-Fighter Booklist campaign faltered due to less-than-expected local library participation. (Author/LS)

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MARKETING, LEGISLATIVE, AND CONSUMER COMMUNICATIONS

TV and the Library

A Report on a Communications Plan Developed for the New Mexico State Library Commission

1974 - 75

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Abstract

Owen G. Leach & Associates, under professional contract to the New Mexico State Library, conducted an opinion research study of New Mexico citizens. This study determined that 52.5% of adults need and desire information that is available from library networks, but do not realize that this information is available through libraries.

A statewide public service media campaign was developed to demonstrate the library's ability to provide relevant information and to show the capacity of libraries for sharing resources as a way of broadening the capacity to deliver information.

A communications strategy was presented to librarians in six workshops. Booklets and poster ideas were distributed to support local tie-in campaigns.

TV and radio stations broadcast $15,889 in public service announcements prepared by Leach & Associates.

The campaign was suspended after a "free 'Inflation-Fighter' Booklist" campaign faltered due to less-than-expected local library participation.

INTRODUCTION

In July, 1974, the New Mexico State Library Commission retained the marketing communications services of Owen G. Leach and Associates of Santa Fe, to help the State Library initiate a statewide program of public information about library services available in New Mexico.

After its development, the program was introduced to public library systems throughout the state. "Kicked off" by a public service media campaign and supplemented by display and informational materials provided by the State Library, the individual public libraries were asked to provide local impetus for the program. In this way, a coordinated effort between the State and local libraries would be mutually supportive and mutually beneficial.

The Leach consultants preceded any "campaign" development with a thorough marketing research program to determine objectively what focus the eventual communications program would take. Following a statewide poll of public attitudes, a communications plan was developed, and then implemented.

The report that follows is divided into these three parts: conducting the initial marketing research program; development of a communications plan; and then implementation of this plan.

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THE RESULTS OF
STATEWIDE LIBRARY RESEARCH

Conducted August, 1974

FOREWORD

Before embarking on a communications program on behalf of New Mexico libraries, the New Mexico State Library commissioned the marketing research division of Owen G. Leach and Associates to conduct a statewide research program to determine precisely the areas of greatest need for library materials and services and the reasons for underutilization of libraries. Findings of this August, 1974 survey revealed widespread public misinformation about what local libraries had to offer, and delineated some common objections to certain internal and operational library methods.

The solution to these problematical areas, it was felt, lay in a coordinated effort between the State and local libraries. A statewide communications program was then designed to "kick off" this team effort.

Following is a brief review of how the survey progressed and what its findings revealed. The complete report detailing all aspects of the research project is on file at the State Librarian's office, New Mexico State Library, in Santa Fe.

In August, 1974, a two-fold research program was conducted. First, a statewide mail survey polled the general public on attitudes about libraries and other sources of information and entertainment available in New Mexico. Second, a follow-up series of panel discussions throughout the state probed in depth certain significant attitudes and behavior patterns revealed in the first survey.

I. STATEWIDE MAIL SURVEY

Methodology

To assure realistic and representative survey findings, marketing research professionals selected a cross-section of all New Mexico households to be polled, following scientifically precise probability sampling methods.* This sample included one-third Albuquerque residents; one-third from the major cities of Clovis, Farmington, Gallup, Las Cruces, Roswell, and Santa Fe; and one-third from the rural areas of Colfax, Eddy, Grant, Harding, Hidalgo, Lea, Lincoln, Luna, Mora, Otero, Quay, Rio Arriba, San Juan, San Miguel, Sierra, Socorro, Taos, Torrance, and Union counties.

Twelve hundred questionnaires were mailed out, of which 35.2% were completed and returned for tabulation.

Objectives

The survey's questionnaire sought to reveal the following:

1) How do respondents' visits to the library compare with their other pursuits of entertainment and information, i.e. visits to bookstores, museums, movies, community centers, etc. and watching and listening to television, radio, and records?

*NOTE: A complete review of the research design and sampling procedures used may be found in a report on file with the State Librarian, New Mexico State Library, Santa Fe.

2) Does the public prefer entertainment or information from their leisure reading and viewing?

3) Do libraries and librarians have an essentially positive or negative image?

4) Is the public aware of all the library's offerings, including its ability to retrieve materials and information through Inter-library Loan?

5) What library services and materials would respondents find useful, and which do they feel have no application for them?

6) Why do some respondents not use the library? Are their reasons linked with a dislike of library methods, such as due dates and fines; a reluctance to use borrowed, rather than purchased materials; a negatively-perceived atmosphere in the library; an inability to get to the library at all, or during its open-hours; etc.?

7) A breakdown of respondents, for cross-correlation purposes, by age, sex, and education level.

SUMMARY OF FINDINGS

How Do Libraries Rank As a Source for Information and Entertainment?

Given a choice of sources respondents had gone to for information and entertainment within the previous month, 98.4% reported reading newspapers and magazines, 95.8% had watched television, and only 42.7% had used the services of a library.

The order of once-or-more usage per month was:

Newspapers/Magazines	98.4% of respondents
Television	95.8%
Radio or Records	95.8%
Visited a Bookstore	56.0%
Visited a Library	42.7%
Went to a Movie	41.6%
Attended a Concert, Lecture, or Museum	38.0%
Visited a Community Center	21.1%

Public Awareness of Library Services

In general, respondents were aware of most library services, including (and in this order) non-fiction and reference materials, children's books, "good" novels, newspapers and magazines, and records.

However, approximately two out of every three did not believe their library could retrieve "almost any book printed in the United States." Apparently there was little awareness of Inter-library Loan, with the public feeling that a library's offerings were limited to what was contained at the local outlet.

As might be expected, the rural respondent's expectations of his library's offerings were slightly lower (approximately 4% in each category) than those of city dwellers.

Image of Libraries

Overwhelmingly, respondents reported a positive feeling about libraries. Almost nine out of every ten said the library was "helpful to me," and two out of every three found the library "enjoyable." (See Chart A on page

However, considering actual library usage reported in an earlier question (nearly 60% had not used a library at all in the past month), it seemed that libraries were appreciated more in theory than in practice.

Why Don't More People Use Libraries More Often?

Five hundred and thirty-four "objections" to libraries were cited by the 384 respondents. Of these, 52.5% dealt with disinterest in the library. Phrases like "I'm too busy...not useful to me...the library never occurs to me" would all be descriptive of this feeling. In contrast, only 11.2% of the respondents felt "there's lots going on" at the library.

23.2% of the objections concerned the "hassle" factor. Respondents would rather buy than borrow, or objected to fines, due dates, problems of retrieval, etc.

22.1% of the objections dealt with physical factors, specifically inconvenient hours and locations.

Only 2.2% of the negative feelings concerned personnel.

Reasons given for not visiting a library often included:

a)	I'm too busy	31.8% of respondents
b)	I'd rather buy materials than borrow them.	20.0%
c)	It's too hard for me to get to the library.	18.0%*
d)	There isn't much at the library that I need or want.	16.9%
e)	I never think of going to the library.	14.1%
f)	Library hours are inconvenient for me.	12.8%
g)	I don't like using a library, due to all the problems like finding things, bringing them back, and paying fines.	12.2%
h)	I do very little reading.	9.8%
i)	The people at the library are not helpful.	1.8%
j)	The people at the library are discourteous.	1.3%
k)	I do visit the library often, and so the above objections do not apply to me.	30.4%

*Rural respondents reported this answer approximately three times as often as city or town dwellers.

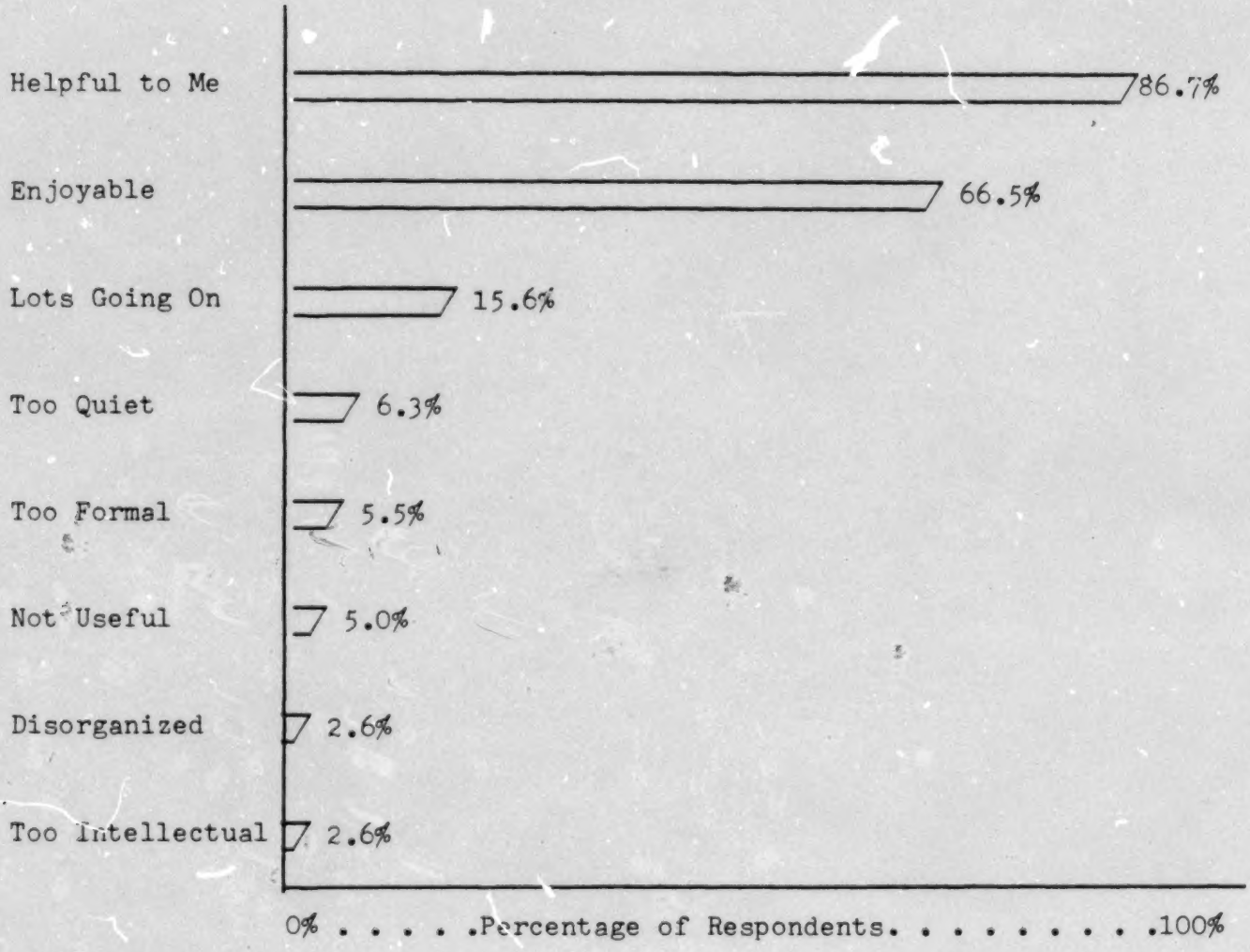
Image of Librarians

The survey found that librarians had a very good image. Seventy-five percent of the respondents felt librarians were helpful, and 66% felt they were knowledgeable and friendly.

There was a minority (12.7%) that felt librarians were unfriendly and unhelpful. (See Chart B on page

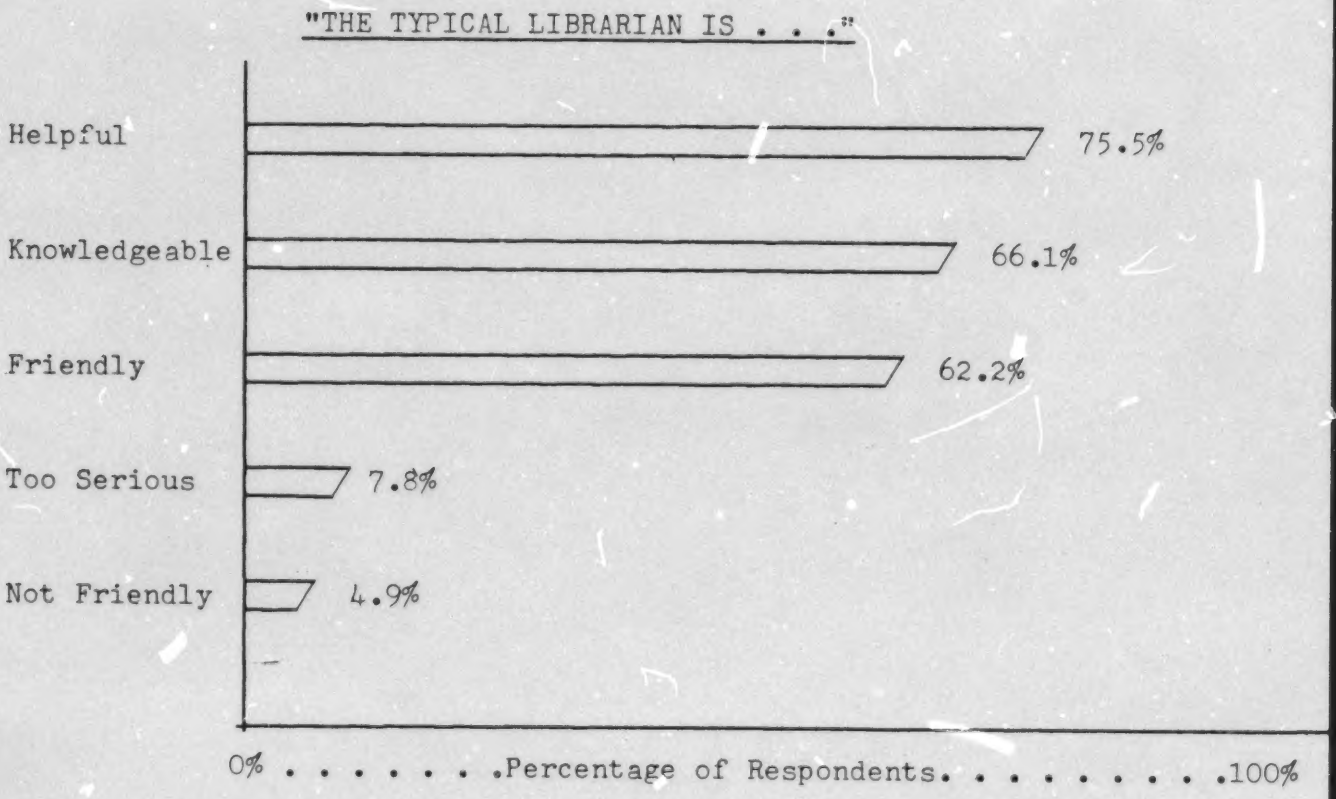
Chart A

"THE LIBRARY IS . . ."



"Which of these words or phrases describe a library to you?" Respondents were urged to check as many as they felt applied. In this and all other questions, it was explained that the word "library" could mean any public library, school library, private library, etc. that respondents knew of.

Chart B



"Which of these words describe a typical librarian to you?" Respondents were urged to check as many words as they felt applied.

Services Perceived as Most Likely to be Used

"Non-fiction books" and "reference or study material" were the most-likely-to-be-used services.

The most-likely-to-be-used services, in order, are:

A non-fiction book	84.4% of respondents
Reference or study materials	83.6%
A fiction book	70.3%
A children's book	52.9%
A newspaper or magazine	44.0%
The answer to any question (provided by librarian)	40.1%
A film program or lecture	31.0%
A phonograph record	28.7%

II. FOLLOW-UP DISCUSSIONS

Three panel surveys were conducted in small city (Farmington), rural (Springer), and large city (Albuquerque) population areas of New Mexico, to explore in depth certain attitudes and behavior patterns revealed in the mail questionnaire research.

Panelists were carefully screened to represent the adult population of their respective locales. Each panel consisted of six to eight articulate individuals all of whom were regular (although not necessarily frequent) users of libraries, whether public, university, or private.

Each of the three panels consisted of half women and half men, proportionately spanning an age range of 24 to 68, included high school and college graduates, and covered a wide range of occupations, from white and blue collar workers to retired persons, students and housewives.

Findings of Panel Discussions

Because panel discussions allow the moderator to pursue questions and answers to any length, this format made it possible to probe into the "why's" behind certain widely held attitudes and behavior. Also, the panel format often suggested opportunities and problems that did not come out in the previous questionnaire research.

What Factors Discourage Library Use?

All three panels cited "lack of availability" of materials, but for interestingly different reasons.

Participants in rural Springer and small-city Farmington cited local unavailability of sought materials...the problem of getting to the library and then not finding what they wanted. Those familiar with Inter-library Loan were unanimous in its praises.

However, in large-city Albuquerque, "lack of availability" was not due to non-existent material, but because of too great a demand for the available material.

Participants in Albuquerque cited, as symptoms of this problem, vandalized books, long waiting lines, difficult check-out procedures, fines, and other elements of the "hassle" factor identified in the previous survey report.

Library personnel were not criticized, except in certain individual cases where a panelist had a specific librarian in mind.

What Libraries Do Wrong Before a User Comes In.

Panelists in all three locations felt that libraries were "harder to use" than other information sources. Bookstores, TV, and talking to other people were cited by about half the panelists as information sources preferable to libraries UNLESS the library was the ONLY source of the desired information. The implication of this attitude is that libraries could increase usage by becoming more desirable (exciting, interesting, intriguing, convenient) vis-a-vis the other information sources.

All panels felt that libraries could do more to attract new users.

Suggestions of the various panels for increasing library appeal included:

1) Take a lesson from the bookstores and use book graphics to generate public interest with more interesting displays in the windows and in the libraries themselves (all panels).

2) Try to interest people in topics through displays, newspaper articles, and signs around town (Farmington, Springer).

3) Open the doors on Sunday and later in the evenings. Be more in tune with leisure time patterns among the using public (all panels).

4) Provide greater comfort (softer chairs) in a "less imposing" atmosphere (Albuquerque).

5) Try to be more exciting. Display books that deal with subjects of interest today like, as one respondent suggested, "horticulture, skiing, travel, dream analysis, etc." (Farmington, Albuquerque).

6) Do a better job of publicizing what services and materials are available (all panels).

7) Develop a library of informational tape cassettes for lending to salesmen and others who must drive long distances (Farmington).

All panels felt that libraries were too "passive." In other words, it was agreed that libraries had much to offer all people but were satisfied to have users fit their needs to the existing library system.

How Could A Library Draw More Users?

The Albuquerque panel suggested that libraries should try to physically become smaller, "cosier" and friendlier.

Farmington and Springer found no fault with the actual performance of their libraries (other than lack of certain materials), but they found fault with the "insufficient" efforts of the libraries to aggressively seek greater usage.

Those two panels felt the use of television and radio and newspaper publicity would help to make citizens aware of the Inter-library Loan capability. The Albuquerque panel felt the same publicity channels would be most useful if messages were designed to interest people in the library over other sources of information.

Both the panel and mail questionnaire research concluded clearly that:

1) Libraries Are a Relatively Untapped Source of Information, ranking dramatically lower than TV, radio, newspapers, magazines, and bookstores as a recreation or information resource.

2) Reasons for Not Using the Library Center Around "Disinterest." More than half of all respondents reported that "the library never occurs to me" or that they believed its services were "not useful to me."

This research indicates that New Mexico's libraries must learn to present those features of libraries which stimulate interest and establish credibility in the minds of the public. Many traditional services, plus the ability to deliver almost any desired information through Inter-library Loan, offer this potential if presented frequently and dramatically.

DEVELOPMENT OF A COMMUNICATIONS PLAN

FOREWORD

Upon completion of the marketing research, a communications plan was presented. The plan dealt with the following six areas:

1) Research implications (for communications);
2) Media opportunities;
3) Message strategies;
4) Librarian communications;
5) Budget summary;
6) Measurement of results;

The plan is organized in these six parts for simplest understanding and clarity. Within these parts, ten specific areas of discussion were included. These were:

1) Individual library services and their relationship to communications;
2) Suggested service modifications to take better advantage of communications opportunities;
3) Plan for direct communications to librarians to encourage participation in all appropriate programs;
4) A response mechanism to translate communications into public use of services;
5) User segmentation by which to develop media and message strategies;
6) Analysis of media options;
7) Plan for media use by objectives, individual media strengths, and cost-efficiency;
8) Communications message strategies for all user segments;
9) Plan for local library involvement with mass media programs;
10) Mechanism for measurement of success.

IMPLICATIONS OF OPINION RESEARCH FOR COMMUNICATIONS

1. People definitely desire and seek out information. However, libraries are a relatively low priority source, ranking lower than TV, radio, newspapers, magazines, and bookstores.

2. Libraries are relatively low priority because of a number of factors:

    a) the "dis-interest" factor, wherein people find competing information sources and even "personal conversation with other people" to be more stimulating, rewarding, and readily available.

    b) perceived difficulty of obtaining desired materials. Only 35.7% of respondents felt "any book in the U.S. could be obtained through a local library";

    c) the "hassle" factor wherein people feel that checkout procedures, vandalized materials, inconvenient hours, and (in a few cases) personnel conspire to make the library experience less desirable vis-a-vis other information channels.

3. Libraries can utilize communications techniques to increase usage among the information-receptive public by:

    a) becoming more interesting to the general public;

    b) correcting false images of insufficient materials access;

    c) eliminating convenience problems.

MEDIA OPPORTUNITIES: Communications Channels Available To The Library System

Television and Radio

Television and radio broadcasters are required by their licensing arrangements with the federal government to "serve the public interest."

All commercial TV and radio broadcasters in New Mexico (and in surrounding states with signals that serve New Mexico) satisfy this obligation by broadcasting regularly scheduled "public service announcements" (PSA's). These are messages up to one minute long on behalf of public interest organizations (including government) that will in some way benefit the public.

The New Mexico State Library Commission qualifies as such a public interest organization.

Eighteen television and seventy-five radio stations serve New Mexico citizens. While probably not all can be convinced to broadcast library messages, most can be counted upon.

How PSA Messages Are Scheduled

Scheduling decisions are at the discretion of the individual broadcaster. Generally speaking, the more interesting and appealing the announcement is, the more often it will be broadcast. This is because the broadcaster's greatest interest is in retaining audience, and dull PSA's (which he must broadcast) do not contribute to audience retention.

Traditionally, PSA's are most frequently broadcast in December and January, because paid advertising budgets have run out (or not yet started) and there is more time available for public service messages. Messages can appear at any time of day, but on television they are most frequent mornings and late night, and on radio between 10 a.m. and 4 p.m.

Predictable Results

Over time, TV and radio announcements will reach virtually every citizen of New Mexico at least once, and reach most citizens more frequently than that.

To maintain interest, it is therefore important that a sufficient number of announcements be prepared and regularly changed so as to

rekindle interest in the viewing and listening public.

A rough estimate, based on analysis of PSA play provided to other organizations by New Mexico broadcasters, would indicate approximately $50,000 in free TV and radio time could possibly be donated statewide each year, assuming four campaigns.

National Magazines

Seven national magazines have "New Mexico" editions which appear frequently each quarter. They are: Family Circle, Woman's Day, TV Guide, Newsweek, U. S. News, Time, and Sports Illustrated.

The "New Mexico" edition simply means that four or eight pages are reserved for sale to New Mexico advertisers who want to reach only New Mexico citizens.

Unfortunately for the magazines, they are usually unable to sell all of the advertising pages they have reserved, so they run black and white advertisements prepared by various public interest organizations. The magazines prefer New Mexico groups, but often they can't find any and thus, the space is donated to national organizations.

By preparing a professional-looking advertisement on behalf of the library system and presenting it to these national magazines, the library system can have use of an estimated $12,000 in magazine advertising per year for only the cost of materials and plate preparation.

Sign Company Public Service

While individuals may disagree over the desirability of billboards, the fact remains that there are hundreds of billboards in New Mexico, and many signs are not rented by the seven sign companies that operate in New Mexico.

When a sign is not rented, most billboard operators hang a public service sign to keep the billboard looking neat while it's up for rent.

The Library Commission, by preparing a public service billboard design on its own behalf, can take advantage of available space that would otherwise go to the U. S. Army or some other national organization that has found billboards to be a useful communications tool.

Newspapers

Most of the 19 daily and 37 weekly newspapers in New Mexico do not run any free public service advertising. They prefer to fill all available space with editorial materials that are more desirable than advertising to the paper's readers.

Therefore, newspapers can be most helpful as a communications medium by printing editorial materials that will stimulate library usage.

Materials for newspapers are best prepared locally and then submitted person-to-person to the editor. Two opportunities for newspaper materials that will assist local librarians in increasing library usage include:

1) An "Action Line" Service

Among most metropolitan newspapers' most popular features are columns where readers ask any question and the paper publishes the answer.

Small community newspapers have rarely established an "Action Line", because they lacked the research capability necessary for this kind of a column.

If a local library would be willing, an arrangement could be made with the newspaper to forward questions to the library which would in turn be forwarded through NEMISYS for answering. The local library would receive a prominent credit each time the column is published.

Benefit for the local library would be exposure as an "answer machine" and added credibility as a source for delivering almost anything through NEMISYS.

2) "News In Depth" Column

The local newspaper might be able to make use of a list of available materials on a specific subject in the news that day.

For instance, books and articles on weather would be listed if a particularly awesome hurricane strikes the Gulf Coast.

By reacting quickly to those topics of current interest, the library would take advantage of existing public knowledge and interest in a given subject and demonstrate a relevance to "today."

Miscellaneous Communications Opportunities

Posters in window locations of retail stores are a vehicle used by almost all civic organizations. The library can surely elicit the same cooperation from local merchants as any fraternal organization or local charity.

Displays at fairs and other community events. Showing citizens the library product by taking a selection of interesting materials to locations outside the library offers an opportunity to visually reach people who would not likely come into contact with the library in any other way.

Special Events

Exhibits of unusual things, special films, and lecture programs are one kind of special event.

The idea of registration for "an all-expense paid trip to the library of your choice" has been explored as another kind of special event to attract users by less direct means. But because such a prize would require substantial funding (probably $1,500) most libraries may prefer to put that kind of money into books or salaries. Therefore, in our judgment, neither attempts to find funding from business organizations nor efforts to convince librarians of the value of such "special events" would be warranted at this time.

MESSAGE STRATEGIES

Message Objectives

Communications objectives must consider not only desirable ends, but also achievable ends, given current attitudes and behavior patterns of the public. The State Library and its communications agency felt that the following objectives were desirable and achievable.

1) To cause more citizens to visit their library more often.

2) To broaden citizen perceptions of what local libraries can provide informationally.

Creative Strategy (for TV, Radio, Magazine, and Billboard)

1) Present material on specific subjects which have sufficient emotional and curiosity appeal to attract library users.

   For instance, how to fight inflation, or the stories about the "Bermuda Triangle" (where 37 ships and planes have vanished in the past 50 years without a trace and without an explanation).

   Other subjects might be the meaning of dreams, unusual stories about ESP or UFO's, books of puzzles, books on "understanding" one's dog or cat, etc.

2) The second thrust of the message should be through NEMISYS, the statewide network of libraries.

   The message should flow from details of an interesting subject to the availability of vast reservoirs of information via a fast, efficient, comprehensive system of Inter-library Loan.

   Telephone availability of facts and research services/ capabilities also follow the flow.

LIBRARIAN COMMUNICATIONS

The objectives were to:

1) inform librarians of the results of attitudinal research and the planned mass media communications program;

2) enlist the support and participation of the librarians as the local extensions of the communications program.

Part One

A review and explanation of the statewide opinion research project conducted this summer.

Highlights included filmed/video-taped excerpts of interviews with citizens selected to reflect the balance of opinion as discovered in the survey.

Part Two

A. Presentation of the mass media communications plan and and rationale.

B. Presentation of the mass media communications materials.

Part Three

Discussion of local options to supplement the mass media program, including:

A. Newspaper Relations

B. Fair Participation

C. Special Events

Materials

Materials for participants included:

1) "Opportunity Handbook for Local Communications," ideas and methodology for achieving the most from local communications.

2) "Guide to Great Speech Making," including

   a) audience need analysis;
   b) topic suggestions;
   c) speech outlines;
   d) audio visual suggestions;
   e) library humor to get nervous speakers off to a fast start.

THE COMMUNICATIONS PROGRAM:
ITS IMPLEMENTATION and RESULTS

PSA DEVELOPMENT

The communications agency presented four scripts designed to interest citizens in the library and encourage proof that even the smallest library could retrieve any desired materials.

The subjects were:

Inflation Fighting
"Stranger Than Truth"
Know Yourself
Getting Ahead in Your Job

The strategy was to offer a booklist on the appropriate subject so that demand could be spread among many books.

The State Library agreed to produce an "Inflation-Fighter Booklist" as the first of the series.

The agency produced a 30-second TV spot on 16mm film and adapted the soundtrack for radio. (See TV and radio scripts at the end of this chapter, pages 33 - 36.)

In addition, the agency prepared a poster design and billboard design for this campaign.

It also prepared bumper stickers and buttons.

Librarian Support

The agency made six 3-hour presentations to librarian workshops (3 in Albuquerque; 3 in Las Cruces) to encourage librarian understanding and support. The "Inflation-Fighter" spot was shown, and

the research results and rationale for the campaign were presented.

Execution of Program

From the beginning there was the strong desire to prevent an overload of the NEMISYS system.

As a result, monies for magazine and billboard executions were diverted to purchase booklist books as a reserve for libraries around the state, particularly Albuquerque.

Border Counties

Also, it was decided to split the campaign release into segments, starting with the out-of-state TV stations. Distribution was authorized to begin on January 4th.

Although all out-of-state TV station public service directors had been polled for interest prior to being sent a print of the commercial, the actual play, as measured by return cards, was less than promised.

A major conclusion regarding counties in out-of-state "Areas of Dominant Influence," is that TV PSA's cannot stand alone. Spots must be supported by magazine, billboard, and local efforts such as posters, newspaper, and P.R.

Albuquerque ADI Counties

The release of TV to the Albuquerque ADI was authorized in early March. The advantageous December-January period was forgone in deference to Albuquerque Public Library's physical moving problem.

Also, the March release coincided with Albuquerque Public Library's grand opening, resulting in a sharing of PSA time allocated to "libraries."

While some few libraries in the state contributed strong, immediate local support, most public library impetus came late or

not at all. One local library, for example, offered no Inflation-Fighter Booklists for pick-up during the campaign--nor when asked, did the staff know where to get them. Several months after the campaign, when the TV spots were no longer airing, that same library set up a prominent display of Inflation-Fighter Booklists and pertinent pamphlets and books. Unfortunately, when TV and local efforts were not coordinated, benefits of mutual support were lost.

Action Line Test

A test of the "Action Line" concept between the Santa Fe Public Library and the Santa Fe Reporter newspaper was arranged. Only in recent weeks, as this report was being prepared for press, did the Action Line appear, with results and evaluation yet to be determined.

Scheduling and Results of the Inflation-Fighter Media Campaign

Publicity announcing the availability of the Inflation-Fighter booklists began on January 4,1975 with a mailout to the three El Paso TV stations and KIVA-TV in Farmington.

Each mail-out packet included a copy of the booklet, a 16mm 30-second color video tape, a copy of the script, and a stamped intended-use card. This material was accompanied by a Letter of Cooperation from C. Edwin Dowlin, State Librarian, in which the purpose of the booklet was described and a request made for the station to run the spot as a PSA.

On January 9th, press releases on the booklet's availability were mailed to Alamogordo, Artesia, Carlsbad, Deming, Las Cruces, Lordsburg, Portales, Silver City, and Roswell.

Out-of-state mailing of the TV public service packets was completed on January 15th with mailings to TV stations in Amarillo, Midland, Monahans, and Lubbock, Texas; Tucson, Arizona; and Durango, Colorado. On this date, the spot was mailed to KBIM-TV in Roswell and press releases were sent to 36 daily and weekly New Mexico

newspapers, representing all state papers with the exception of those in counties within the Albuquerque Area of Dominant Influence.

The radio release portion of the campaign began on January 21st, with packets being mailed to 35 stations throghout the state (not including the Albuquerque ADI.)

Each radio packet included a copy of the booklet, a 30-second taped spots, scripts for both 20-second and 10-second live copy, and a stamped intended-use card. As in the case of the TV packets, a Letter of Cooperation from Mr. Dowlin accompanied the mailing. (See pages 35 and 36 for copies of 20 and 10-second scripts.)

On February 14th, follow-up letters were sent to 40 radio and TV stations, requesting return of the intended-sue card.

The PSA packet was hand-delivered to the three Albuquerque TV stations on February 25th. On the 28th, distribution of the publicity was completed with mailings to the remaining 39 radio stations and 7 newspapers in the Albuquerque ADI.

Mail-Out Summary

TV Mail-Out

Spots were sent to 22 TV stations: 17 out-of-state to Arizona, Colorado and Texas and five in New Mexico.

Radio Mail-Out

Seventy-five New Mexico radio stations, representing 29 cities, received the PSA spot.

Press Release Mail-Out

Packets were mailed to 53 New Mexico daily and weekly newspapers, covering 39 cities.

TV Use of Spot

Of the 22 TV stations receiving the spot, seventeen returned the intended-use card and the average anticipated use was

between 10 and fifty times for a period of one to three months or more.

Radio Use of Spot

Only 19 radio stations returned the intended-use card, showing anticipated programming of the spot an average of 21 to over 50 times for a month to three month period.

Measurable Use of Spot in Dollar Value

The total value of TV spots, radio spots, and press coverage as reported used (and in some instances, still in use) by the media amounts to $15,889.84.

Past experience allows us to conclude that there was also some additional coverage that was unreported and thus, missing from the above total.

A breakdown of coverage by TV and radio station and newspaper follows, showing the expenditure which would have been necessary in order to achieve the widespread publicity the spot was given free of charge when run as a PSA.

TV Play As Reported By Stations.

STATE	CITY	STATION	NUMBER OF PLAYS	COST OF COVERAGE
Texas	El Paso	KDBC-TV	50	$2,100
Texas	El Paso	KELP-TV	20	620
Texas	El Paso	KTSM-TV	10	460
Texas	Odessa	KOSA-TV	50	145
Texas	Monahans	KMOM-TV	50	500
Texas	Midland	KMID-TV	50	2,250
Texas	Lubbock	KCBD-TV	10	460
Texas	Lubbock	KSEL-TV	10	210
Texas	Lubbock	KLBK-TV	10	350
Arizona	Tucson	KGUN-TV	10	210
New Mexico	Albuquerque	KOB-TV	50	1,300
New Mexico	Albuquerque	KOAT-TV	20	920
New Mexico	Albuquerque	KGGM-TV	20	340
New Mexico	Farmington	KIVA-TV	50	600
New Mexico	Roswell	KBIM-TV	50	2,000
			TOTAL	$12,465.00

ADI Coverage Break-Out By Counties

El Paso ADI: Grant - Hidalgo - Luna - Dona Ana - Otero

Odessa-Midland-Monahans ADI: Lea

Lubbock ADI: DeBaca, Chaves, Eddy, Lea

Tucson ADI: Catron

Albuquerque ADI: Rio Arriba-Taos-Colfax-Sandoval-Santa Fe-Mora-Harding-McKinley-Bernalillo -San Miguel-Valencia-Guadalupe-Socorro-Torrance-Lincoln-Sierra

Farmington ADI: San Juan

Roswell ADI: Chaves-Eddy-Lea

New Mexico Radio Play As Reported By Stations.

CITY	STATION	NUMBER OF PLAYS	COST OF COVERAGE
Alamogordo	KALG	50	$185.00
Albuquerque	KKIM	50	285.00
Albuquerque	KDEF-FM	50	360.00
Artesia	KSVP-AM-FM	10	30.00
Aztec	KHAP	50	152.50
Clovis	KWKA	50	155.00
Humble City	KCIA	50	160.00
Las Cruces	KOBE	50	190.00
Portales	KENM	20	101.00
Roswell	KKAT	10	34.00
Santa Fe	KAFE	50	150.00
Santa Fe	KVSF	50	125.00
Santa Fe	KTRC	50	150.00
Santa Fe	KSNM-FM	50	100.00
Santa Fe/Los Alamos	KRSN	50	155.00
Silver City	KNFT	50	175.00
Silver City	KSIL	50	132.50
Socorro	KSRC	20	54.00
Taos	KKIT	50	200.00
Tucumcari	KTNM	50	145.00
		TOTAL	$3,039.00

New Mexico Newspaper Coverage

CITY	NEWSPAPER	NUMBER OF INCHES	COST OF COVERAGE
Alamogordo	Daily News	8	$ 17.20
Taos	Taos News	4	7.84
Gallup	Independent	8	15.44
Raton	Daily Range	40	67.20
Lovington	Daily Leader	22	36.96
Las Vegas	Daily Optic	24	36.96
Los Alamos	Monitor	8	14.96
Las Cruces	Daily News-Sun	27	75.60
Clovis	News-Journal	9½	79.80
Roswell	Daily Record	11	33.88
		TOTAL	$385.84

OWEN G. LEACH AND ASSOCIATES, INC.
MARKETING, LEGISLATIVE, AND CONSUMER COMMUNICATIONS

TV SCRIPT

AUDIO		VIDEO
Music intro.		Close-up. Frustrated man seated at desk; chin on desk with pile of bills.
ACTOR:	Inflation. And everybody's got the answer. My insurance man says more coverage.	Shows policy.
	Realtors say buy land.	Shows brochure.
	And the stockbrokers say the time is now.	Shows stock chart. Wife walks in.
ACTRESS:	And everything at the supermarket costs so much more.	Cut to wife; close-up.
TOGETHER:	What should you do?	Two-shot.
FEMININE VOICE OVER:	Inflation problems? Visit your library and ask for the Inflation-Fighter Booklist. Any of these books at any New Mexico library...through NEMISYS, the New Mexico Information System of inter-library loan.	Dissolve to slide of 4 books. Super: "57 books like these. The Inflation-Fighter Booklist." Dissolve to animated NEMISYS logo.

621 OLD SANTA FE TRAIL • SANTA FE, NEW MEXICO 87501 • 505-983-2257

OWEN G. LEACH AND ASSOCIATES

MARKETING, LEGISLATIVE, AND CONSUMER COMMUNICATIONS

RADIO COMMERCIAL

Client: New Mexico State Library Number: 1

Length: 30 seconds

VOICE	COPY
ACTOR:	Inflation. And everybody's got the answer. my insurance man says more coverage. Realtors say buy land.
ACTRESS:	And everything at the supermarket costs so much more.
TOGETHER:	What should you do?
FEM VOICE OVER:	Inflation problems? Wht not visit your library and ask for the Inflation-Fighter Booklist...57 recent books on getting more for your money. Any of these books at any New Mexico library...
COMPUTER TELEMETRY ON "NEMISYS":	through NEMISYS, the New Mexico Information System of inter-library loan.

-30-

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OWEN G. LEACH AND ASSOCIATES
MARKETING, LEGISLATIVE, AND CONSUMER COMMUNICATIONS

RADIO COMMERCIAL

Client: New Mexico State Library Number: 2
Length: 20 seconds

VOICE	COPY
ANNCR.:	Need some help in stretching your food budget or keeping your car in good shape? Pick up a copy of the Inflation-Fighter Booklist, a listing of 57 recent books on how to get more for your money that are available free at your nearest library. A public service to New Mexicans made possible by your library and NEMISYS, the New Mexico Information System of Inter-Library Loan. -30-

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OWEN G. LEACH AND ASSOCIATES
MARKETING, LEGISLATIVE, AND CONSUMER COMMUNICATIONS

RADIO COMMERCIAL

Client: New Mexico State Library Number: 3
Length: 10 seconds

VOICE	COPY
ANNCR.:	Need help in getting more for your money? Then ask for a copy of the Inflation-Fighter Booklist, free at your nearest library. A public service to New Mexicans from your library and NEMISYS, the New Mexico Information System of Inter-Library Loan. -30-

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RETROSPECTIVE EVALUATION OF PROGRAM

Agency's Analysis

The ultimate effectiveness of this program was affected by problems in three areas.

1. Local librarians were not involved in promoting the program at the local level.

   Perhaps because they were not individually consulted before development of the program, or perhaps due to other pressures, most libraries in New Mexico did not actively support the program. Although those librarians who attended the six meetings seemed genuinely positive, this attitude did not translate into action.

   For future programs, agency strongly recommends that individual librarians in all parts of the state be surveyed so that resistances and existing attitudes can be measured and dealt with. Such a survey was recommended prior to this campaign, but was rejected by the State Library as being unnecessary and too hard to direct to all librarians.

2. The campaign rolled out too slowly.

   Out of desire to avoid over-taxation of existing book reserves, the agency and State Library agreed to phasing the program in El Paso, Farmington, and Roswell ADI's before Albuquerque.

   When rollout took place in Albuquerque, it was the same week that their new library was opening, so that initial PSA play was split between the Library Grand Opening and Inflation-Fighter Booklist.

3. TV PSA play is not by itself sufficient to create the major impact desired.

   While the broadcasters of New Mexico and surrounding states contributed $15,504, the general time of broadcast in very early and very late day-parts provided limited reach.

For future campaigns, the use of magazine and outdoor, as well as posters in individual communities should be utilized.

4. The full value of such a program is realized over a lengthy period of time as successive individual campaigns increase cumulative impact.

   Upon realization that local tie-ins were not developing as anticipated, the program was stopped before three additional campaigns were produced. It was the agency's feeling that additional expenditures for television production would not realize full value until full local tie-in support could be generated.

NEW MEXICO STATE LIBRARY
P. O. BOX 1629 SANTA FE 87501 (505) 827-2103
C. EDWIN DOWLIN, *State Librarian*

September 10, 1975

Mr. Owen G. Leach
Owen G. Leach and Associates
621 Old Santa Fe Trail
Santa Fe, New Mexico 87501

Dear Mr. Leach:

Thank you for developing and carrying out the New Mexico Inflation Fighter campaign this year. Your thoroughness and enthusiastic involvement were the key to the accomplishments of this program. May I record some observations for the future.

The degree of impact of the "Inflation Fighter" campaign on the general public is difficult to determine. Interlibrary lending throughout New Mexico more than doubled during the year when we were working on this project, but it is difficult to sort out the amount of growth which came as a result of "Inflation Fighter" from the effect of such events as the installation of TWX, communications tests, and state payment for interlibrary loans. Perhaps it is enough to say that our focus on interlibrary loan was highly successful this year, and that your efforts played some unknown part in the growth which resulted. I consider the campaign to have accomplished nearly all of its original design purposes.

I believe that your contributions did not achieve their full potential, however, due to dropping plans to prepare three additional campaigns, and because the types of media were not all used as planned. You proved that imaginative public service advertising can get tremendous support from New Mexico TV and radio stations. We reached a large audience through their efforts, but it was simply not possible for them to show or play a public service commercial in prime time to the extent that commercial accounts are played. Your plans to use billboards and posters would have lent credence to a "saturation campaign."

The real value to me for this project was in following the steps and seeing the results of a comprehensive public information campaign. For the first time, I observed a campaign in which an audience was targeted, and where the audience characteristics were measured and used to design the message. Messages were aimed at getting a response rather than "telling" what we wanted people to hear. It would have helped if the librarians had received added training to detect the difference and to apply the principles more generally.

I would make a few changes in a repeat program, but most of them

would be working with librarians. Although clearly stated several times, I still believe that too few librarians around the state understood the purpose and intent of the project. The limited number who used the campaign for local tie-ins indicates this. Furthermore, it was rumored that some librarians resented what they saw as an effort "to publicize the State Library" at the expense of the local library. That was the gap the local campaign was to fill. Thus, an historical communication gap between the State Library and the local libraries created something of a barrier.

A second historical library characteristic may also have had an effect on the program. At least one library staffer indicated that her library administration viewed the use of interlibrary loan as an indication of failure of the local library, and feared that too much emphasis on such a campaign would create heavy demand resulting in widespread recognition of "weakness." Most librarians agree that the strengths of libraries lie in mutual support, but I doubt that this feeling will ever be overcome completely.

I disagree with those librarians, including some of my own staff, who opposed the use of a booklist. They are correct that the booklist was neither a list of "best" items nor a recommendation for purchase. It needs to be recognized that the purpose of the booklist was not a traditional library one. It was a sales promotion to catch the interest of the citizen unfamiliar with the library. Availability of the material, public interest in the topic, and catchiness of the title and description were the most important criteria for selection. The usual standards for booklists did not apply.

Fears that one list would create too much demand for the same item were never realized. The three copies of each title purchased and placed at the New Mexico State Library's Interlibrary Loan Desk were relatively untouched during the media campaign. A few requests did come from those libraries actively exploiting the campaign, but these librarians noted that a substitute on hand was almost always preferable to a wait for interlibrary loan. The interest of the patron was simply not of the type shown by a serious researcher. This leads me to propose a rule of thumb for librarians, "Where a patron is seeking specific information to meet a general interest need, he cares only incidentally about the source and will accept a reasonable substitute in most cases, provided, of course, the substitute is pointed out and is immediately available." I believe that this approach reflects changes in the needs of library patrons and that librarians have not fully examined the implications of their operations.

It is unfortunate that we will be unable to study comparative data for libraries who participated in the campaign and control libraries who were essentially passive during this period. There is much to learn and too little opportunity to do such investigations.

Again, I want to thank you for your tremendous efforts and for the opportunity to learn.

Sincerely,

C. Edwin Dowlin

C. Edwin Dowlin
State Librarian

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